

APPENDIX C

388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

Station Call Sign(s)

KMTW

Report reflects information for quarter ending (mm/dd/yy)

0	3	3	1	0	8
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Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D) ☒ Option Two (B and D) ☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream.

Call Sign	Channel Numbers	Community of License					
		City	State	County	Zip Code		
KMTW	Analog <u>36</u>	Hutchinson	KS	Reno	67501		
	Digital <u>35</u>						
Licensee Mercury Broadcasting, Inc.							
Above, circle the Channel Number(s) to which this form applies.		Nielsen DMA Wichita/ Hutchinson	World Wide Web Home Page Address www.mytvwichita.com				

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
77063	KSCC	060106

Comments (add additional sheets where necessary):

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

_____ *Graphic Displays*

_____ *Animated Graphics*

_____ *Graphic and Audio Displays*

_____ *Longer Form Reminders*

Comments (add additional sheets where necessary):

Section D (For all broadcasters)**Additional DTV On-air Initiatives – Last Quarter**

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☐ Yes ☒ No

Comments(add additional sheets where necessary):

Station Web Site Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Web site? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Web site? The comment box may be used to describe what was posted on the station's Web site.

☒ Yes ☐ No

Comments(add additional sheets where necessary):

Additional DTV Outreach Efforts – Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☐ Speaking Engagements

Comments(add additional sheets where necessary):

☐ Community Events

Comments(add additional sheets where necessary):

☒ Other (describe)

Comments(add additional sheets where necessary):

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments(add additional sheets where necessary):

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. . It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

3

Total 5:00 a.m. to 1:00 a.m. CSTs

4

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

1

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

—

Total 6:00 p.m. to 11:35 p.m. CSTs

—

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

2

Total 5:00 p.m. to 10:35 p.m. CSTs

4

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee (print): *Thomas Gdisis*

Signature: *Thomas Gdisis*

Date: *4/1/08*

FCC DTV 388 – KMTW

Additional Outreach Efforts – 1st Quarter 2008

Website: www.mytvwichita.com features sidebar DTV link. Plus, home page highlights box states: “Order your digital converter box coupon. Here is the link to get a coupon for a digital converter box.” This appeared on our website in April and is scheduled until Dec. 2008.

On-Air: We also aired the DTV spots 102 times in 1st Quarter (Prior to 3/31)